



Statements and Speeches

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MORE CANADIAN CASH FOR UNICEF

A Statement by Miss Monique Bégin, Parliamentary Secretary to the Secretary of State for External Affairs of Canada, at the Pledging Conference of the UN Children's Fund, November 6, 1975.

The Canadian Government and people have been constant and enthusiastic supporters of UNICEF since its creation 30 years ago. They supported its initial role in providing emergency assistance to children in countries affected by natural or man-made disasters, and they have equally supported its present role of assisting governments, particularly those of developing countries, in establishing basic and essential services for children and their mothers within the communities in which they live.

The universal support UNICEF enjoys reflects the importance of its humanitarian and developmental role, and also its effectiveness in contributing to disaster relief operations. Its consistently non-political approach has safeguarded its ability to assist mothers and children in countries of all political persuasions. The respect and affection in which UNICEF is held by Canadians have been reflected in support over the years from the non-governmental sector in Canada, which has been very significant in financial terms.

Tens of thousands of Canadians each year use UNICEF greeting cards for Christmas and other special occasions, resulting to an important source of revenue for the Fund. The effectiveness of the greeting-card operation in Canada is not accidental; it is the result of hard work and good organization on the part of committed and devoted volunteers of UNICEF-Canada. Furthermore, the future of support for UNICEF in Canada appears bright as many Canadian children each year, during their Hallowe'en "trick-or-treat" rounds, seek contributions for less fortunate children in developing countries. Thus, the idea of sharing through UNICEF has become an aspect of Canadian life, and we believe has an important spin-off effect on the Canadian public's support for the Government's international development-assistance programs. In more specific terms, the public support of UNICEF programs last year amounted to \$2 million, a sum that puts total Canadian support for UNICEF among the major donors.

The Canadian Government considers that the key role of UNICEF within the UN system is to encourage and facilitate provision of basic services for young children and their mothers in developing countries and to serve as a catalyst for the establishment of comprehensive
